

REMARKS/ARGUMENTS

A. Allowance of Claims 35-40

The Applicant gratefully acknowledges the Examiner's allowance of claims 35-40, as indicated in paragraph 8 of the office action.

B. Summary of the Amendments

The application now contains 35 claims.

Claim 1 has been cancelled from the present application, without prejudice or disclaimer.

Claims 16-34 and 41 which were withdrawn from the present application in our response dated March 21, 2003, and which have since been filed in a divisional application, have now been cancelled from the present application.

Claims 2-5 and 7-15 have been amended in order to correct their claim dependencies.

Claims 42-57 have been added to the present application.

It is respectfully submitted that no new matter has been added to the present application under the current amendment.

C. Statements of Rejection and Reply

Statement of Rejection

In the office Action, the Examiner has rejected claims 1, 2, 5 and 10 under 35 U.S.C. §102(b) as being anticipated by Edelson, and has further rejected claims 1, 2 and 3 under 35 U.S.C. §102(b) as being anticipated by Levenberg.

In addition, the Examiner has rejected claims 5, 12 and 15 under 35 U.S.C. §103(a) as being unpatentable over Levenberg, and has and rejected claims 8-9 under 35 U.S.C. §103(a) as being unpatentable over Edelson.

Statement of Reply

In response to the Examiner's rejections, independent claim 1 has been cancelled from the present application.

In the Office Action, the Examiner indicated that claims 4, 6-7, 11 and 13-14 would be considered allowable if rewritten in independent form including all of the limitations of the base claim and any intervening claims.

In accordance with the Examiner's suggestions, the Applicant has added new claim 42 that includes the subject matter of dependent claim 6, as originally filed, written in independent form so as to include all the limitations of its base claim. In addition, the Applicant has added new claim 43 that includes the subject matter of dependent claim 14, written in independent form so as to include all the limitations of its base claim.

The Examiner's attention is respectfully directed towards the following limitation of independent claim 42:

A collapsible display structure comprising:

- a back panel having a front surface, a back surface, and two opposed lateral edges;
- a first wing panel and a second wing panel each having:
 - a) an interior surface including guides for receiving at least a portion of a shelf module;
 - b) an exterior surface;
 - c) a peripheral edge;
- **said first wing panel and said second wing panel being hingedly connected to said back panel via flexible strips**, such that said first wing panel and said second wing panel are movable between an expanded position and a collapsible position wherein in the expanded position the interior surface of said first wing panel and the interior surface of said second wing panel face each other and are positioned to receive therebetween a shelf module for engagement with the guides on the interior surfaces of said first wing panel and said second wing panel.

The applicant respectfully submits that the above-emphasized limitation of independent claim 42 is neither anticipated nor rendered obvious by the references cited by the Examiner. More specifically, neither Edelson or Levenberg disclose, teach or suggest a collapsible display structure having first and second wing panels that are connected to a back panel "via flexible strips". Accordingly, the Applicant respectfully submits that new claim 42 is novel, non-obvious and in condition for allowance.

Claims 2-5, 7-15 depend from independent claim 42 and as such include by reference all the limitations contained therein. Accordingly, the Applicant respectfully submits that claims 2-5, 7-15 are also novel, non-obvious and in condition for allowance.

The Examiner's attention is respectfully directed towards the following limitation of independent claim 43:

A collapsible display structure comprising:

- a back panel having a front surface, a back surface, and two opposed lateral edges;
- a first wing panel and a second wing panel each having:
 - a) an interior surface including guides for receiving at least a portion of a shelf module;
 - b) an exterior surface;
 - c) a peripheral edge;

- said first wing panel and said second wing panel being hingedly connected to said back panel such that said first wing panel and said second wing panel are movable between an expanded position and a collapsible position wherein in the expanded position the interior surface of said first wing panel and the interior surface of said second wing panel face each other and are positioned to receive therebetween a shelf module for engagement with the guides on the interior surfaces of said first wing panel and said second wing panel;
- **said first wing panel, said second wing panel and said back panel being attachable to a base portion.**

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The applicant respectfully submits that the above-emphasized limitation of independent claim 43 is neither anticipated nor rendered obvious by the references cited by the Examiner. More specifically, neither Edelson or Levenberg disclose, teach or suggest a collapsible display structure having first and second wing panels, and a back panel that are "attachable to a base portion". Accordingly, the Applicant respectfully submits that new claim 43 is novel, non-obvious and in condition for allowance.

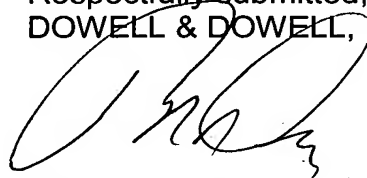
Furthermore, claims 44-57 depend from independent claim 43 and as such include by reference all the limitations contained therein. Accordingly, the Applicant respectfully submits that claims 44-57 are also novel, non-obvious and in condition for allowance.

CONCLUSION

In view of the above, in addition to claims 35-40, it is respectfully submitted that claims 2-5, 7-15, and 42-57 are also in condition for allowance. Reconsideration of the rejections and objections is requested. Allowance of claims 2-5, 7-15, and 42-57 at an early date is solicited.

If the claims of the application are not considered to be in full condition for allowance, for any reason, the Applicant respectfully requests the constructive assistance and suggestions of the Examiner in drafting one or more acceptable claims or in making constructive suggestions so that the application can be placed in allowable condition as soon as possible and without the need for further proceedings.

Respectfully submitted,
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